

Message Text

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ACTION AF-06

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P R 151650Z JAN 76
FM AMEMBASSY MONROVIA
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 8628
AMEMBASSY NAIROBI

UNCLAS MONROVIA 0370

EO 11652: N/A
TAGS: BEXP, LI
SUBJ: MEDIA USA CATALOG SHOW

REF/ A) NAIROBI 0394, B) COMMATT PORTER TO R. E. PETERSON LETTER
OF DECEMBER 23, 1975

1. FULLY CONCUR IN NAIROBI'S URGENT REQUEST FOR INFO ON MEDIA USA CATALOG SHOW. NO ONE AT POST HAS HAD ANY EXPERIENCE IN A CATALOG SHOW, AND INSTRUCTIONS FROM WASHINGTON HAVE BEEN LIMITED TO COPIES OF INVITATION KITS SENT TO US COMPANIES AND COPIES OF ARTICLES IN COMMERCE TODAY TOUTING SUCCESS OF PREVIOUS SHOWS. THIS SKETCHY INFO ACCOMPANIED BY LETTER STATING THAT QTE COMPLETE AND TIMELY REPORTING TO EXHIBITORS AND COMMERCE (PER A-9166 OF SEPTEMBER 9, 1972) IS IMPORTANT. UNQTE. WE AGREE WITH IMPORTANCE OF COMPLETE AND TIMELY REPORTING, AND IN RESPONDING LETTER (REF B), WE POINTED OUT THAT WE HAVE ABSOLUTELY NO RPT NO INSTRUCTIONS ON HOW TO CONDUCT A CATALOG SHOW, AND HAVE BEEN UNABLE TO LOCATE A COPY OF A-9166.

2. IN ADDITION TO THOSE QUESTIONS CONTAINED REF B, WE HAVE QUESTIONS ON (BUT NOT LIMITED TO) WHO PROVIDES DISPLAY CASES, IS ADVANCE TEAM SCHEDULED AND IF SO WHEN, WHAT SIZE FACILITIES ARE REQUIRED, ETC.

3. WE REGRET LACK OF EXPERIENCE THESE MATTERS, BUT WOULD APPRECIATE GUIDANCE SOONEST.

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